ASHB
Association for Smarter Homes & Buildings

Smart Home Council (SHC) Webinar

Meeting will commence 12:05pm ET

Tuesday, March 3, 2026 | 12 PM – 1:30 PM (ET)

SHC Chair: Ken Wacks (Ken Wacks Associates)
Vice-Chair: Joshua Gerena (2N/Axis Communications)

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Agenda
Marta Klopotowska (ASHB)

1. Call to Order, Welcome, Introductions, About the SHC
2. Administrative
3. Research Update
4. Keynote: Turn Cybersecurity into a Competitive Advantage: The U.S. Cyber Trust Mark – Grace Burkard (ioXt Alliance)
5. ASHB Podcast
6. ASHB Whitepapers
7. ASHB Journal
8. New Business
9. Announcements
10. Adjournment

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1. Call to Order, Welcome, Intro, About the SHC
Ken Wacks (Ken Wacks Associates)

SHC Chair
Dr. Kenneth Wacks
Management & Engineering Consultant

KENNETH WACKS, Ph.D.
Management & Engineering Consultant

SHC Vice-Chair
Joshua Gerena
Segment Development Manager - CRE

2N AXIS COMMUNICATIONS

About the SHC

Established in 2004, the ASHB Smart Home Council initiates and reviews projects that relate to smart home and multiple dwelling unit technologies and applications. The Council also examines industry opportunities that can accelerate the adoption of new technologies, consumer electronics and broadband services within the burgeoning smart home market. www.ashb.com/shc

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2. Administrative
Ken Wacks (Ken Wacks Associates)

Approval of SHC Minutes

November 5, 2025

www.ashb.com/shc

Open Call for SHC Vice Chairs

The Smart Home Council (SHC) is seeking Vice-Chairs to help guide its quarterly meetings. Contact admin@ashb.com to learn more and find out how you can be part of this council.

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3. Research Update
Greg Walker (ASHB)

SHC Landmark Research
Smart Home Trends & Technology Adoption

Funders

DAIKIN LUTRON

National Research Council Canada
Conseil national de recherches Canada
resideo TRANE

Contact admin@ashb.com to obtain research findings and to join as a funder.

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4. Keynote
Joshua Gerena (2N/Axis Communications)

Keynote Speaker

Grace Burkard, Director of Operations

ioXt
internet of secure things

Turn Cybersecurity into a Competitive Advantage:
The U.S. Cyber Trust Mark

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ioXt

Global Standard of IoT Security

Cybersecurity Is No Longer Optional: Turning the U.S. Cyber Trust Mark into a Competitive Advantage

How IoT Manufacturers Can Stand Out, Build Trust, and Reduce Risk

Presenter:
Grace Burkard
Director of Operations, ioXt Alliance

USCTM Background

Program Overview

- Based on NISTIR 8425 guidelines from National Institute of Standards and Technology (NIST).
- Run by the Federal Communications Commission (FCC).
- Introduced in 2023, uses a QR-coded shield logo to signal high security standards (data encryption, no default passwords, regular software updates).

Key Roles & Authorities

Lead Administrator: UL Solutions
Tasked with assembling a stakeholder group and providing recommendations on Technical/Non-Technical standards, label design, and market surveillance/renewal period.

10 Cybersecurity Labeling Authorities (CLAs)

- CSA America Testing & Certification
- UL Solutions
- DEKRA Certification Inc.
- Intertek Testing Services NA, Inc.
- ioXt Alliance
- Palindrome Technologies
- SGS North America Inc.
- Telecommunications Industry Association
- TÜV Rheinland of N.A.
- TÜV SÜD America

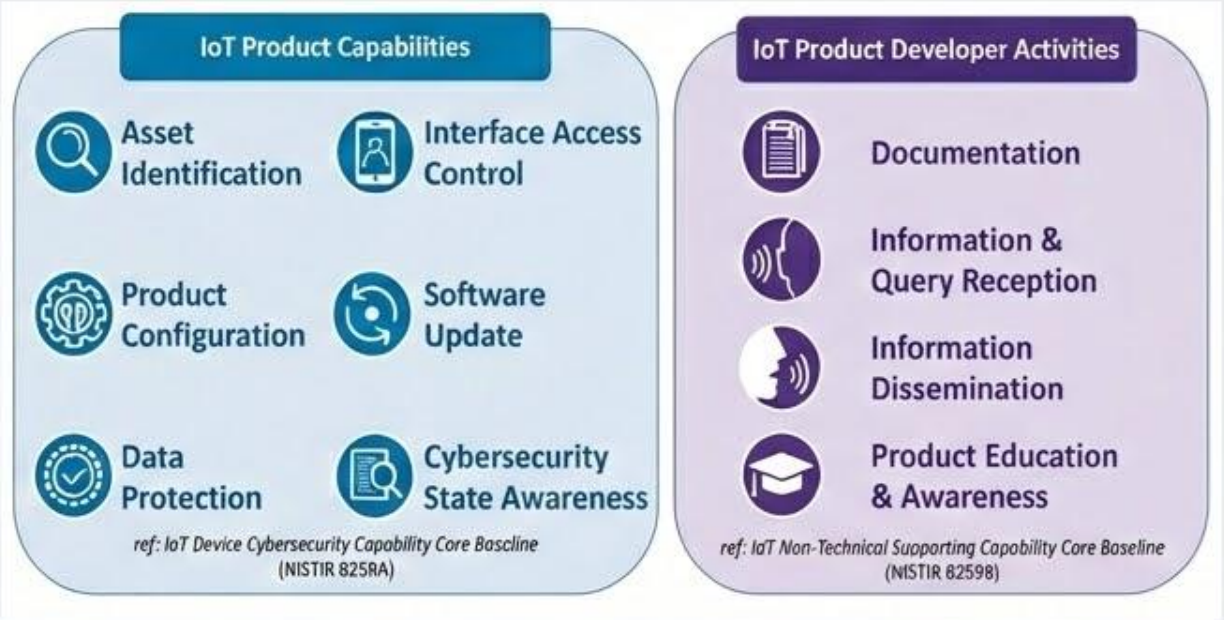
USCTM Requirements

Voluntary Federal Program

Third-party testing required

All Technical and Non-Technical standards are required.

A “profile” (ie. test plan) is being created



USCTM Updates

June 2025
UL submitted stakeholder 160-page recommendations.

Early October
Government shutdown occurs for 43 days.

Investigation
FCC opens investigation into UL (concerns over Chinese joint venture).

December 2025
UL Solutions withdrew as Lead Administrator.

January 2026
FCC opens filing window for new Lead Administrator.

March 2026
FCC expected to make a decision on new Lead Administrator.

What the Cyber Trust Mark Is (and Is Not)

It IS:

- A recognizable trust signal for buyers
- A standardized way to demonstrate baseline security
- A tool to support retail, channel, and regulatory conversations

It is NOT:

- A one-time checkbox
- A replacement for your security program
- A guarantee against all cyber risk

Why Manufacturers Should Care

Certification helps you:

- Differentiate in crowded product categories
- Reduce downstream risk and recalls
- Build trust with retailers and distributors
- Become the consumers' trusted go-to choice
- Align with future global labeling programs
- Support enterprise and government procurement

Turning Compliance into Competitive Advantage

Smart manufacturers use the Cyber Trust Mark to:

Signal maturity and responsibility

Support premium positioning

Reduce friction across the product lifecycle

Align security, legal, marketing, and sales teams

Retailers and Channels Are Paying Attention

Retailers want:

Reduced risk on their shelves
Minimize potential security liabilities and customer concerns.

Clear, consistent security signals
Easy-to-understand verification for consumers and staff.

Fewer surprises after products launch
Predictable performance and fewer post-purchase issues.

The Cyber Trust Mark gives them confidence—and that confidence flows back to you.

Labeling Is Influencing Purchasing Behavior

Consumers factor security into buying decisions
Increasingly prioritize security features.

Enterprise buyers require documented security
Mandate proof of security controls.

Governments & large buyers favor labeled products
Prefer certified and labeled solutions.

Trust signals influence brand loyalty
Building long-term trust and repeat customers.

Security transparency drives preference
Clear communication wins customers.

Next Steps

New Lead Administrator Announcement:
Watch for updates on program leadership and how to get involved.

Join Stakeholder Work Groups:
Collaborate on decisions for program policies and requirements.

Sign Up for Newsletter:
Stay informed with the latest news and updates.

Reach Out to ioXt:
Contact us directly with any questions or inquiries.

Thank You

Grace Burkard

Director of Operations

grace@ioxt.com

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Association for Smarter Homes & Buildings

THANK YOU!

Questions?

5. Smarter Homes & Buildings Podcast
Marta Klopotowska (ASHB)

ashb.com/podcast

Join industry experts and leaders from around the globe as they discuss everything smart home and intelligent buildings.

Apple Podcasts

Spotify

ASHB is looking for guests and hosts for future pre-recorded episodes. Contact admin@ashb.com for more information.

Recent Recordings:

- The Role of Lighting in the AI-Powered Home
- Basement Flooding Isn't Inevitable: How Technology Can Save Your Home

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6. ASHB Whitepapers
Ken Wacks (Ken Wacks Associates)

ASHB
Research Program

Published IBC White Papers can be downloaded at:
ashb.com/whitepapers
Send proposals to admin@ashb.com

Recently Published

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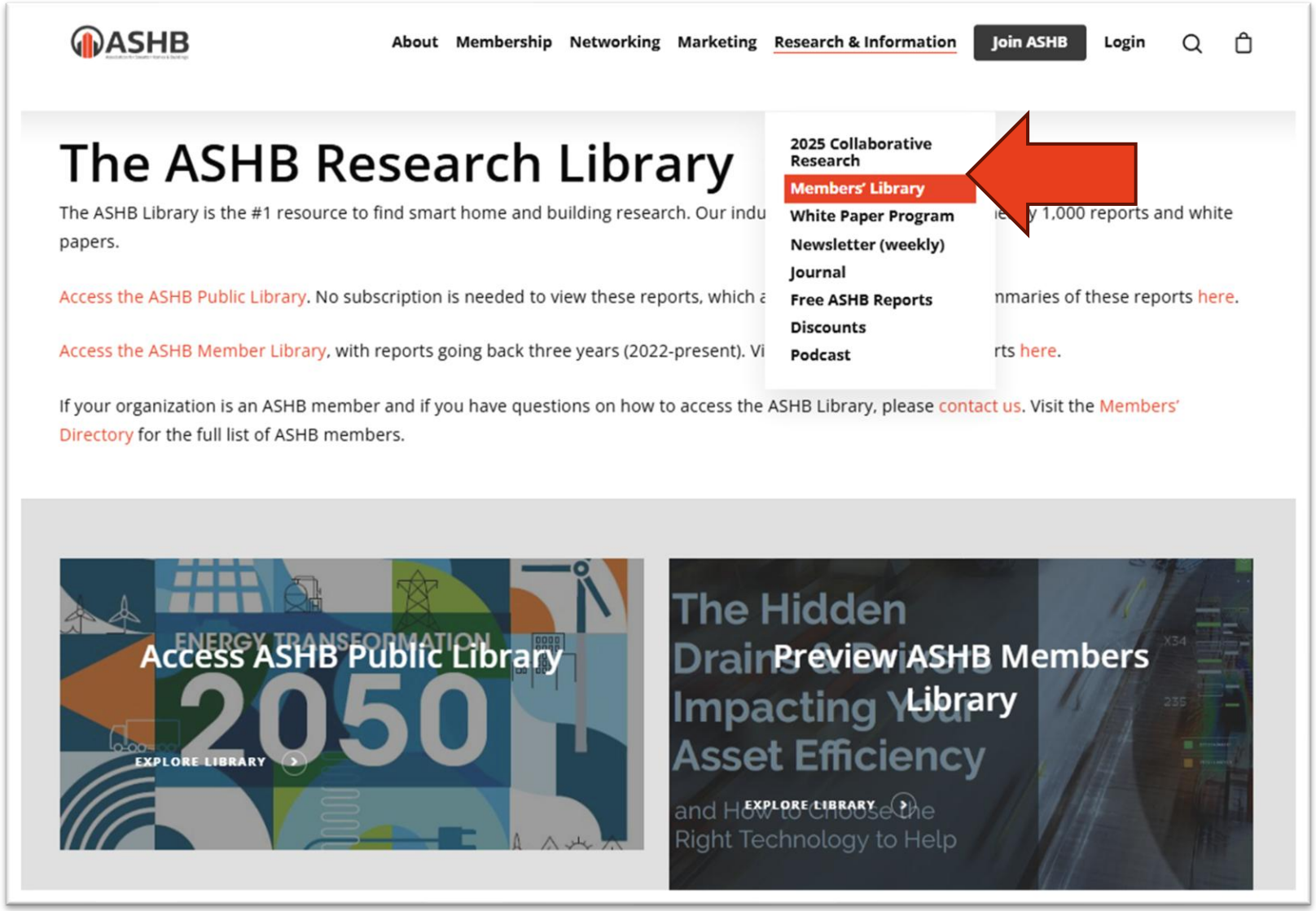
6. ASHB Research Library
Ken Wacks (Ken Wacks Associates)



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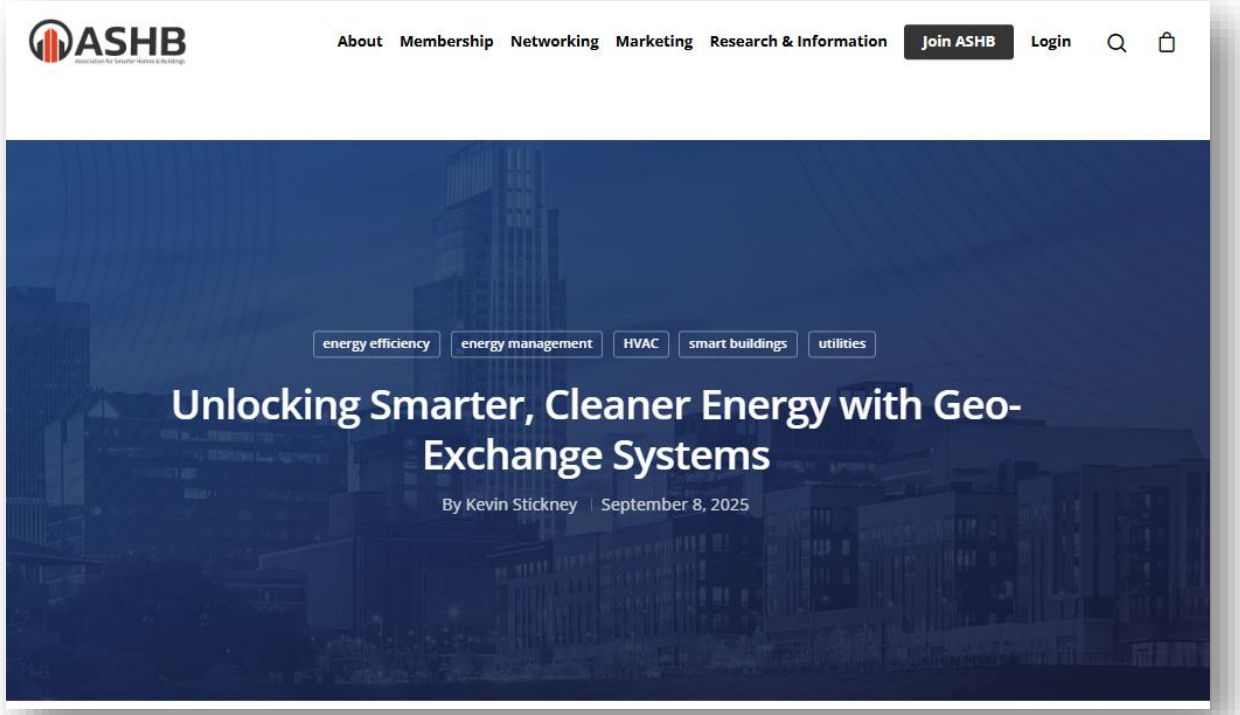
7. ASHB Journal
Ken Wacks (Ken Wacks Associates)



The ASHB Journal aims to educate and inform the ASHB membership and industry at large on emerging research, issues, challenges, and opportunities in the smart home and building sectors.

New articles are posted to the ASHB website, included in the weekly NewsBrief, and circulated on Twitter and LinkedIn.

Send proposals to admin@ashb.com

Recent posts:

- **Ken Wacks' Perspectives: A virtual tour of CEDIA Expo 2025**
- **Unlocking Smarter, Cleaner Energy with Geo-Exchange Systems**
- **Ken Wacks' Perspectives on CES 2025: Focus on AI and Robotics**

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8. New Business
Ken Wacks (Ken Wacks Associates)

New SHC Business?

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9. Announcements
Marta Klopotowska (ASHB)

Upcoming Events

Connections – The Premier Connected Home Conference
May 5-7 | Santa Clara, CA

Smarter Homes and Furnishings
May 7-9 | Chicago, IL

CEDIA Expo
September 1-4 | Denver, CO

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10. Adjournment
Ken Wacks (Ken Wacks Associates)

Next SHC Meeting: May 2026

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